

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders	Order / Rev:	703355	
	Alt Order #:	6257855	
	Product Desc:	STEARNS 7.31-8.3 ADD	
	Estimate:		
	Flight Dates:	07/31/12 - 08/03/12	Primary AE: Jim Quinn
	Original Date / Rev:	07/30/12 / 07/30/12	Sales Office: T-PHI
	Order Type:	Political	Sales Region: NAT
Agency	Name:	Strategic Media Placement/ POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		7669 Stagers Loop	Billing Cycle: EOM/EOC
		Delaware, OH 43015	Agency Commission: 15%
Advertiser	Name:	Stearns, C / R / Congress	
	Demographic:	A50+	New Business Thru:
	Product Codes:	PL-US House Representative	Order Separation: 00:15:00
	Priority:	P-1	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/03/12	4	\$1,685.00	\$1,432.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	\$1,685.00	\$1,432.25	0.00
Totals	4	\$1,685.00	\$1,432.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	17%	\$1,685.00
Market	100%	\$9,911.76

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$495.59
WCWJ	0%	\$0.00
WJXT	35%	\$3,469.12
WJXX	10%	\$991.18
WTEV	33%	\$3,270.88

New

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	07/31/12	08/03/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWTF--	:30	3	\$550.00	P-1	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-TWTF--			3		\$550.00		0.00				
2	WTLV	07/31/12	08/03/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	-TWTF--	:30	1	\$35.00	P-3	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-TWTF--			1		\$35.00		0.00				
Totals														4	\$1,685.00

P25 - in 5

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